

**GOVERNMENT OF INDIA
HUMAN RESOURCE DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:654
ANSWERED ON:05.03.2002
PERFORMANCE OF NATIONAL BOOK TRUST .
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Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

- (a) whether it is a fact that the per capita Government expenditure for popularising books is fifty paise only and the selling capacity of National Book Trust is declining continuously;
- (b) if so, the reasons therefor;
- (c) whether the Government have taken any measures for popularising the books; and
- (d) if so, the achievements made in this regard during the last three years?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HUMAN RESOURCE DEVELOPMENT (PROF. RITA VERMA)

(a to d): Number of activities are undertaken by the government for popularizing books. Various governmental bodies like the National Book Trust, India (NBT), National Council of Educational & Research Training (NCERT), Sahitya Akademy, Publication Division of the Ministry of Information & Broadcasting etc. are actively involved in producing/popularizing books. The State Governments are also investing substantially on this account. In addition, various media, publishers and booksellers also contribute to popularize books.

As regards sales of NBT publications, it is incorrect to say that the selling capacity of NBT is declining continuously. Sale figures of the last four years shows this as given below: -

Year	Net Sale (Rs. in lakhs)
1997-1998	249.64
1998-1999	361.04
1999-2000	226.00
2000-2001	320.78
2001-2002	247.76
(up to 31 January 2002)	

In some years bulk orders from Government departments under Operation Black Board etc. boost up the sale. Marginal differences in the sale figures are caused due to this.

In order to give a boost to book reading habits the year 2001-2002 (ending on April 23rd, World Book & Copyright Day) has been declared as the Year of Books. A number of programmes have been organized by various state governments & educational institutions etc. in connection with the Year of Books. NBT is the implementing agency for programmes relating to book year. The Department of Post has released special stamp to commemorate the year of books. Further, NBT promotes books and the habit of reading by publishing and selling quality books at reasonable prices, through book fairs/exhibitions, book clubs, etc. The NBT organizes these activities in collaboration with other organizations also. It has also taken number of mobile book vans to popularize books in rural areas.

The Ministry of Human Resource Development operates a scheme to provide financial assistance for book promotional activities like organizing book fairs, conducting seminars etc. Measures for popularizing books being a social activity aimed at diverse populace and the results intangible, it is not possible to specifically quantify the achievements.